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Satisfaction: Mediator Between Emotional Values, Social Values and Behavioral Intentions of Muslim Students

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ABSTRACT (ABSTRACT: NO MORE THAN 200 WORDS)

The focus of the research is on the behavior of Muslim students' intentions to revisit halal tourist attractions that have added value, apart from that, by revisiting Borobudur Temple as a form of cultivating a spirit of love for the homeland and nation. This study makes a unique theoretical contribution to the perceived value literature by investigating the interrelationships between dimensions of emotional, social values and satisfaction as a mediating variable. Moreover, this study explores several practical implications of these findings. This study has a number of respondents as many as 115 muslim students who are in the Java area, with the reason that current conditions are still entering the new normal condition which needs to continue to apply pro-environment and health because of the Covid-19 case. The results of data processing using PLS show that all independent variables have a direct effect on the dependent variable, where emotional and social values can increase the behavior of Muslim students' intention to visit again. This study also found an indirect effect where the largest indirect influence was social values on behavioral intentions with satisfaction as mediation.

Keywords: Emotional Values, Social Values, Satisfaction, Behavioral Intentions, Muslim Students.

INTRODUCTION

The development of destinations in Java has developed very quickly, some destinations have their own unique charms and characteristics. Many destinations in Java have resulted in a lot of enthusiasm for people to use them with the aim of increasing value, both in terms of economic, social, political and cultural values. One of the destinations that attracts the public is the Borobudur temple. Borobudur Temple as one of Indonesia's cultural heritages which was registered at UNESCO in 1991 was named Borobudur Temple Compounds, In 2008 the Borobudur Temple area was declared a National Strategic Area and followed by a review and rearrangement of the

zoning of the area, so that it is like now (source:<http://cagarculture.kemdikbud.go.id/>), Borobudur temple has been repaired several times because some parts have been damaged. As a cultural heritage, of course, this is a matter of pride for Indonesia, because it can become a tourism place that is in great demand by many people from various backgrounds. According to Global Muslim Travel Index, Muslim tourism expenditure in 2017 reached US\$177bn, with a total of 131 million tourists globally seeking on halal tourism (Katadata, 2019). Figures are expected to increase in the year 2026, in which millennial generation and generation Z are predicted to spend US\$180m on Muslim tourism transactions through online services (Juliana et al., 2022). The increasing trend of millennial Muslim tourists in this era has become a strong and attractive market share for the tourism sector. A study shows that Muslim millennial tourists represent a very large tourism demand so they can develop new behavior in society (Cavagnaro et al., 2018). When the demands of a customer are fulfilled, the customer will have what is so called as behavioral intentions. Study of a behavioral intentions is very important because it is a behavior or attitude of consumers who have the desire to use a product or service continuously. To find out the number of tourist visits to Borobudur Temple, see the following table.

Table 1. Visitor Data

Month	Domestic Year			Overseas Year		
	2018	2019	2020	2018	2019	2020
January	321.893	341,685	395.175	11.732	13.402	15,603
February	235,303	247,732	234,200	14,088	16,869	11,506
March	291.425	262.877	111,908	15,292	16,949	4.213
April	323,325	357,108		14,555	17,693	
May	237,315	111,921		13,265	15,323	
June	440.194	365.032	2.235	9.031	14,332	2
July	291.732	330,191	16,858	27,470	34,347	29
August	176,248	166,159	45.571	30.166	39,300	39
September	198,782	169,998	23,591	20.943	27,163	19
October	204.249	236,847	42,159	14,280	21,290	38
November	250,412	274,059	32,449	10,811	14,665	26
December	692,176	664,149	60.473	10,598	10,747	76
	3,663,634	3,747,757	965,699	192.271	242.082	31,551

Source: processed data, 2021

In Table 1 it can be said that in general the number of visitors (Domestic and International) has increased every year, it is unavoidable that in 2020 there will be a

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decrease in the number of visitors due to Covid-19 cases. The large number of visitors is due to a desire not only to be a visitor but also a desire to know the history of the Bobudur temple, add insight, positive emotions, care for values, search for halal tourism, and satisfaction with love for cultural heritage (Dileep Kumar et al., 2020; Juliana et al., 2022; Brogni et al., 2023).

Behavior intention as a form of a person's desire to behave in accordance with the wishes, the behavior of the desire to visit a place that has its own meaning for visitors (Y. Li et al., 2023; Sun et al., 2023; Z. Li et al., 2020), the desire of visitors to have the impulse of behavior intention that exists in a visitor, visitors are able to enjoy not only a very pleasant atmosphere and the existence of services that have a very positive effect. Visitors feel and enjoy this because there is a fundamental component in the form of satisfaction (Gapor et al., 2023; Vesci et al., 2021). Satisfaction is a component that is quite unique and attached to visitors which is not easy and cannot even be forgotten, the existence of strong values is of course due to the presence of a magnet in visitors. Satisfaction that is owned and felt by visitors is a consequence of comparing what visitors do by comparing the level of benefits and what experiences they receive, feel, a feedback from visitor behavior in the form of an evaluation after visiting a place that has more value (Thirugnanasambantham et al., 2023; Yoo & Katsumata, 2023; Obas et al., 2022; Conti et al., 2020).

Borobudur Temple has a very valuable historical value so that there is a special satisfaction when someone feels the benefits after visiting it, the satisfaction from visitors that occurs does not just exist, but there is a strong push from emotional values and social values. This component makes visitors have and feel a strong magnet in themselves for the importance of cultural, economic and social values in shaping a visitor's behavior on the detailed elements of a person. Emotional value of visitors in the form of positive emotions about the significance of a building that is able to provide education and insight for generations to come and for the current generation (Asimah et al., 2023; Leri & Theodoridis, 2021; Rasoolimanesh et al., 2020; Firdaus et al., 2023; Mili et al., 2023). The visitor's positive emotion is a form of deeper curiosity that is not only external but internal. Cultural heritage reminds all elements of the form of experiences that have been done by several people who have existed or previously, visitors will easily remember the various kinds and types of ornaments as symbols of past relics. The social value of visitors involves the existence of social values that are

reflected in themselves, these social values make it easier for a visitor to remember and always appreciate every thing that has historical value for visitors.

Several studies have shown that there are contexts and designs that are different from this study, several studies explain research in museums by linking emotional, perceived value, revisit intention, perceived quality experience quality, but only a few focus on social and emotional value on satisfaction in behavior. However, the results of this study are challenged due to the assumption that perceived value is an independent dimension. For example, Rasoolimanesh et al. (2020) shows that emotional and social values have no effect on customer loyalty. Although Rasoolimanesh et al. (2020) observed that social value is an important driver, the high correlation between social value and emotional value in their findings suggests that the insignificant direct effect of social value may be due to the mediating role of customer satisfaction. Therefore, social value has an indirect effect on revisit intention through customer satisfaction. Consequently, this research challenges the independence of the perceived value dimensions Intention, it is clear that the research objective is more focused on the social and emotional value of museum visitors with satisfaction as a mediating variable on behavior intention. This needs careful researchers because with the post-covid-19, visitors, especially muslim students in Java, have a strong desire to restore motivation by taking time to seek inspiration, recreation.

LITERATURE REVIEW

Halal Tourism

Halal tourism has been introduced since 2000 from discussions at meetings of the Organization of the Islamic Conference (hereinafter referred to as OIC) or in Indonesian often referred to as the Organization of the Islamic Conference, as a forum for increasing Islamic solidarity between countries. During the meeting, the OIC had proposed tourism activities in Islamic countries to generate income and increase the development of these countries. Halal tourism is a demand based on the lifestyle of Muslim tourists during holidays. Apart from that, halal tourism is tourism that is flexible, rational, simple and balanced.

6 MUI Fatwa Number 108/DSN-MUI/X/2016 paragraph 2 (two), namely: "Halal tourism is tourism that complies with the principles of Sharia (Islamic law)." Islamic Sharia actually provides good guidance, not least in tourism activities, such as clean, healthy, good food and drink and other facilities, tourist attractions that do not mix women and men who are not Muslim to guard against immoral acts, visiting times that are not until late at night to maintain health and so on.

Behavior Intention

35 Behavioral Intention refers to the desire or interest to carry out a certain behavior, which means a person's willingness to carry out that behavior. In the concept of behavioral science, intention or desire is an encouragement to realize that behavior. Behavioral Intention in this research reflects a person's tendency to visit certain halal tourism to make it easier to achieve goals. The desire to continue visiting, and the desire to influence other users to be able to predict the level of visits of Muslim students to Borobudur temple.

Kotler et al. (2023) behavioral intention is a condition where customers have the intention or attitude of being loyal to the brand, product and company and are willing to share their advantages with other parties. Meanwhile, according to Schiffman et al. (2019) explained that behavioral intention determines the possibility that consumers will take certain actions in the future. As one of the cultural heritages, the Borobudur temple is geographically located in the city of Magelang which is in the middle of the island of Java, which is very strategic. This cultural heritage can be grouped into cultural heritage objects, temple structures, canid structures, colonial buildings, locations or cultural heritage sites (source: <http://cagarkultur.kemdikbud.go.id/>), which is also a place that has a function as a place for religious activities. In general, visitors make visits at first just to see but with something interesting that gives good feedback, visitors don't just enjoy it but rather understand the meaning of its existence and the desire to always visit again (Ens et al., 2019; Pisoni, 2020).

The concept of this model highlights the behavior intention of visitors to the desire to visit or revisit a destination that has had a positive impact, the desire to tell others, the desire to provide more information on the experience gained. Behavioral intention occurs because there are several points as supporters, namely the perceived satisfaction, the emotional value and the social value. Many studies say that emotional

value (Cheng et al., 2021), social values (Pitts, 2018; Un & Wong, 2018), satisfaction (Li et al., 2020; Nuria et al., 2017) and behavior intention are interrelated constructs, this can be seen from the involvement of behavioral theory and psychology. Emotional value of visitors occurs because of something that is felt, namely the feeling of positive emotions obtained from visiting tourism places, this is a pleasure and emotional satisfaction obtained by users while enjoying the visit (Antón et al., 2018b; Bull & Angeli, 2020).

Emotional Value

¹ Emotional value refers to the various affective states or feelings (e.g. novelty and hedonism) associated with consumption. Feelings and emotions are undoubtedly important in the experience of tourism activities. Because perceived value is a dynamic and subjective construct, it is necessary to include the emotional aspects that are generated in consumers' minds (Rasoolimanesh et al., 2020). Emotional value is one of the three-dimensional structures of perceived value, namely feelings or affective conditions that arise when using a product (Khan & Mohsin, 2017; Firdaus et al., 2023). Consumer emotions can be triggered and changed by interactions that influence the consumer's emotional status (Joshi et al., 2021). This emotional value is felt not only based on the usefulness of a product but also hedonic value due to rational and emotional factors that shape consumer needs (Muhamed et al., 2019). ²³ Emotional value indicates the sense of emotional satisfaction that a person gets by doing good to others. This ²³ can be described as “perceived usefulness derived from the capacity of an alternative to evoke feelings or affective states” (Joshi et al., 2021). Meanwhile, warm light usually refers to emotional experiences only (Iweala et al., 2019).

Emotional value is one of the important and influential values in determining a person's behavior because apart from functional and social value, emotional value is considered capable of determining consumer desires, wishes and purchasing decisions (Khan & Mohsin, 2017; Firdaus et al., 2023). ¹⁶ Ideas and information communicated through the Halal label can trigger consumers' feelings or emotional status towards halal tourism. Research results show that emotional value (Cheng et al., 2021), is related to satisfaction (Li et al., 2020; Nuria et al., 2017). Consumers derive emotional satisfaction from engagement in social welfare (Joshi et al., 2021) their emotional

responses influence customer satisfaction. Thus, emotional value is a strong motivation for customers to engage in purchasing behavior (Khan & Mohsin, 2017).

H1: Emotional values have a positive effect on muslim students satisfaction

H2: Emotional values have a positive effect on muslim students behavior intention

13 Social Value

Social Value is defined as the extent to which an application is perceived as enhancing one's self-concept provided by the product obtained. Another definition states that Social Value is defined as an image that is in harmony with the norms of the consumer's friends or colleagues and/or with the social image that the consumer wants to project (Christian & Oroh, 2021). Social value is related to the user's image, which is something that consumers want to align with (Rasoolimanesh et al., 2020). Given the nature of the tourism industry and the high level of interaction between tourists, hospitality service providers, and the public, social value is considered an important component of perceived value in the context of the tourism industry.

Social Value refers to reciprocal behavior between individuals that is not tied to individual beliefs through product selection and services and consists of social image, character appearance, and social self-concept (Sangroya & Nayak, 2017). Social value is described as the ability to build and maintain relationships with other consumers, as well as communicate and engage with them (Nauval & Hidayat, 2023). Meanwhile, other authors state that social value is the usefulness of feedback received and felt by visitors. Social value is the benefit of something that has the aim of satisfying visitors' desires for recognition or social pride (Mowen & Rung, 2017; Winter, 2018). On the other hand, factors that are not less important in shaping behavior intention are satisfaction, which is a visitor phenomenon formed by emotional and cognitive factors from visitor activities as well as an evaluation of various elements and forms of the destination (Kang et al., 2017; Lim et al., 2015). Customer social value related to perceived benefits can increase customer satisfaction and behavioral intentions. Therefore, according to Slack et al. (2020) and Wang et al. (2019), customer social value is a direct antecedent of customer satisfaction in the context of Muslim students visiting Borobudur Temple. Therefore, we put forward the following hypothesis:

H3: Social values have a positive effect on muslim students satisfaction

H4: Social values have a positive effect on muslim students behavior intention

Satisfaction

Satisfaction is the pleasure experienced, felt, desired, expected or needed by tourists regarding products, services and places. This refers to the evaluation, in important/unimportant terms, of the good/bad of halal tourism products and service facilities (e.g. Islamic attributes, prohibition of sex channels, prohibition of betting at tourist sites, etc.) (Rahman et al., 2020). In contrast to selling other products and services, tourism requires sales that are easy to remember. To be effective, this requires full expectations from tourists. There are many subjective things about the success of delivery depending on how tourists perceive it. Therefore, tourism is a customer-oriented enterprise. Therefore, customer satisfaction is an integral component in ensuring its success, especially in producing sustainable offerings with growth potential (Isa et al., 2018).

Satisfaction is an emotional state resulting from the positive and negative conformation of an initial expectation during possession or experience in consuming. Satisfaction as a form of overall assessment of what has been enjoyed from the results of the consumer. The level of visitor satisfaction is generally a function of the gap between expectations before and reality after visiting the Borobudur temple. Visitors will be satisfied when they experience a pleasant feeling, on the other hand dissatisfied when a visitor feels something that does not please their feelings (Alrawadieh et al., 2019; Phelan et al., 2020).

Satisfaction is a product of service quality and has a strong influence on consumer behavioral intentions (Choi et al., 2018). According to Xiao et al. (2020), satisfaction has a significant influence on customer behavioral intentions, with satisfaction directly leading to behavioral intentions because satisfied customers want to renew their involvement in the event due to the service received previously. Saeed et al. (2021) in their research also stated that satisfaction has a positive effect on customer intentions. The intention to repurchase a service or recommend it to others is a potential consequence of satisfaction with the service (Liao et al., 2017). Satisfaction and joy have a significant positive effect on behavioral intentions; achieving customer satisfaction and positive emotional reactions (such as joy) is very important, because

satisfied customers tend to repeat their consumption experiences (Foroughi et al., 2019).

H5: Satisfaction have a positive effect on muslim students behavior intention

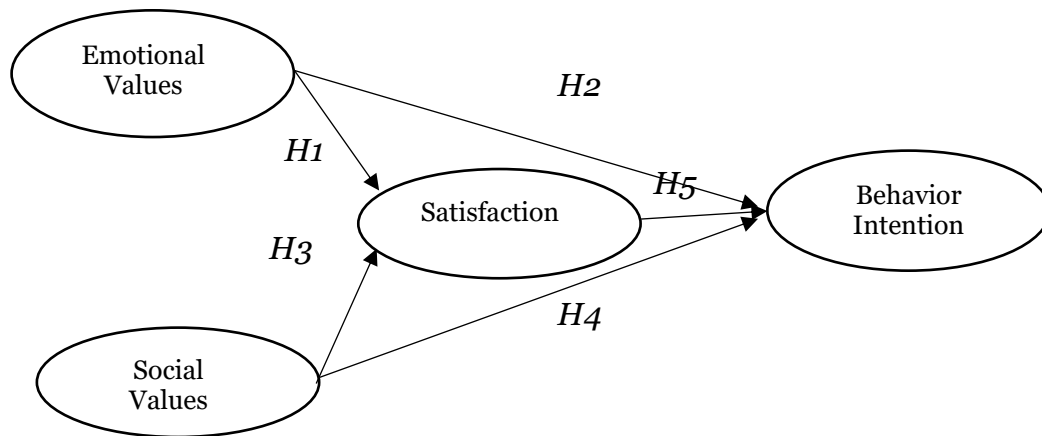


Figure 1. Conceptual

Source: hypothetical model developed by researchers.

RESEARCH METHOD

In this research, the author chose a halal tourist attraction at Borobudur Temple, where Borobudur Temple is one of the world's cultural heritages in the form of a Buddhist temple which was designated directly by UNESCO. Apart from being a world cultural heritage, Borobudur Temple is also a tourist attraction that attracts a lot of attention from domestic and foreign tourists. Apart from that, at Borobudur Temple there are very diverse tourist attractions, namely the historical site of Borobudur Temple, the beauty and splendor of the building's architecture, sunrise and sunset views, exhibitions, festivals/events and also the Borobudur elephant safari. Apart from that, easy accessibility using any transportation, and being located on a national road is also one of the factors that supports tourists in visiting Borobudur Temple Tourism. Through google form to muslim students, there are 115 respondents (80 women and 35 men), with criteria from bachelor 70 muslim students, master 30 and doctor 15, age 15 – 20 years as many as 75 respondents, age 21 – 30 as many as 28 respondents and age 31-40 as many as 12 respondents, from East Java 79%, Central Java 25% and West Java 11%. Percentage of visiting 1-3 times as many as 111 respondents, 4-6 times as many as 4 respondents, education background in

economics/management 45 respondents, socio-culture 51 respondents, law science as many as 11 respondents, medical science as many as 8 respondents.

Measures

Behavior intention : This research measured behavior intention using an item checklist created by Saha et al. (2023). The scale has indicators: will say positive things, visit again in next year, will try to come back every year, willingness to pay more, shall encourage friends and relatives.

Emotional value: This research measures emotional value using a modified checklist item from (Muhammed et al., 2019). This scale has indicators: making a good personal contribution to something better by visiting halal tourism, visiting halal tourism rather than non-halal tourism will feel like appropriate behavior, feeling like a better person by visiting halal tourism, visiting halal tourism makes me comfortable.

Social value: This research measures social value using a modified checklist item from (Saha et al., 2023). This scale has indicators: gives social approval from others, makes me feel acceptable to others, helps me to gain popularity among my friends, family, and helps me to be recognized by other people.

Satisfaction is an overall evaluation after a visit which is assessed by comparing the results felt after the visit with expectations before the visit. The five items used to measure satisfaction were adapted from Rasoolimanesh et al. (2020).

RESULTS

Reliability and validity

Table 2. Reliability and Validity

Construct	Average Variance Extracted (AVE)
Behavior intention	0.738
Emotional values	0.642
Satisfaction	0.672
Social values	0.797

Source: Processed Data

The calculation results show that the reliability value (AVE) is above 0.5, where the highest value is on the social value variable with a value of 0.797 and the lowest is on the emotional value variable of 0.642. So that it can be said that all indicators on the

four variables have been tested and are in accordance with the requirements of the analysis, namely accuracy, consistency and accuracy in measuring each variable. From the cross loading for each indicator to the variable, it shows a greater value when compared to the cross loading value of the indicator to other variables in the model.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R^2)

Table 3. Coefficient of Determination

	R-Square	R-Square Adjusted
Behavior intention	0.672	0.663
Satisfaction	0.537	0.529

Source: Processed Data

The value of 67.2% shows the diversity of the values of the behavior intention variable which can be explained by the emotional value, satisfaction, and social value variables which are 67.2% while the rest can be explained by other variables not included in the model. The value of 53.7% means that the diversity of the satisfaction variable values that can be explained by the emotional value and social value variables is 53.7% while the rest can be explained by other variables not included in the model $R^2 R^2$.

Prediction Relevance (Q^2)

The value obtained is 0.848 (large because), this value indicates that the exogenous latent variable has a good model predictive ability, in other words, the exogenous latent variable is good (appropriate) as a latent variable that is able to explain the endogenous variables in the model $Q^2 0,848 > 0$.

Statistical Hypothesis Testing on Structural Models

Direct Influence

Table 4. Direct Effect Test Results

	Original sample	Sample mean	Standard deviation	T-Stats	P-Value
Emotionalvalue-behaviorintention	0.327	0.328	0.069	4.734	0.000
Emotionalvalue-satisfaction	0.293	0.298	0.058	5.051	0.000
Satisfaction-behaviorintention	0.519	0.517	0.081	6.419	0.000

Social value-behavior intention	0.178	0.177	0.079	2.240	0.025
Social value-satisfaction	0.637	0.633	0.068	9,435	0.000

Source: Processed Data

Table 4 shows the p-value is less than 0.05, so it can be concluded that there is a direct significant effect of exogenous variables on endogenous variables. For example: The p-value of emotional value on behavior intention is 0.000, meaning that emotional value has a significant effect on behavior intention, this is reinforced by the opinion (Rousta & Jamshidi, 2020; Yang et al., 2020; Leri & Theodoridis, 2021). The coefficient value of the emotional value on behavior intention is 0.327, meaning that the two variables have a positive relationship, if the emotional value increases by one unit then behavior intention will increase by 0.327 units, if the emotional value decreases by one unit then behavior intention will decrease by 0.327 units. The results of this study are in line with (Ratnasari et al., 2020; Yu et al., 2021; Juliana et al., 2022) which shows the influence of satisfaction on behavior intention. The emotional value has a significant effect on satisfaction which has a P-value of 0.000, this is reinforced by previous research (Wong et al., 2018; Żychlińska & Fontana, 2016; Lee, 2022; Rasoolimanesh et al., 2020). Opinion of (Vojtko, tumpf, Rašovská, McGrath, & Ryglová, 2022; Wu & Li, 2017) shows a relationship between social value and behavior intention, it can be said that visitors who have a high value will increase the value of behavior intention to visit the museum. Social value has an influence on satisfaction, this can be seen from the p-value of 0.000, other opinions indicate that there is an influence of social value on satisfaction (Pisello et al., 2018).

Table 5. Indirect Effect Test Results

	Original sample	Sample mean	Standard deviation	T-Stats	P-Value
Emotional value-satisfaction-behavior intention	0.152	0.153	0.035	4.390	0.000
Social value-satisfaction-behavior intention	0.331	0.329	0.069	4.797	0.000

Source: Processed Data

Table 5 p-value less than 0.05 can be concluded that the mediating variable can mediate the effect of exogenous variables on endogenous variables. The p-value of emotional value on behavior intention with satisfaction as a medium is 0.000,

meaning that the satisfaction variable is able to mediate the influence of emotional value on behavior intention, the second indirect effect, namely social value on behavior intention with satisfaction as a media variable, has a P-Value 0.000, this agrees with the research (Huang et al., 2015; Ponsignon et al., 2021). Social value affects behavior intention with satisfaction as a mediating variable, this happens because visitors feel the existence of satisfaction, it will be something that can strengthen the values that have existed in visitors to carry out behavioral intentions, this is reinforced by research conducted by (Jiang et al., 2017; Soliman, 2021).

Figure 2 shows the existence of a structural model related to values that are in accordance with the assumptions.

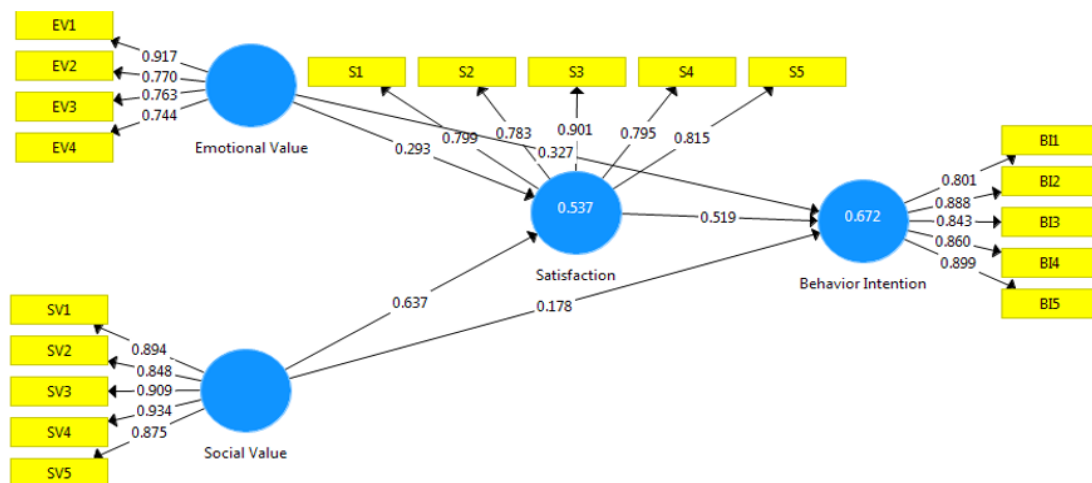


Figure 2. Structural Model

DISCUSSION

Based on research findings, emotional value has a substantial (significant and positive) influence on satisfaction. As a result, the first hypothesis suggested was "Emotional values have a positive effect on muslim students satisfaction" was accepted. Apart from that, research findings also show that emotional values have a fairly large (significant and positive) influence on behavior intention. As a result, the second hypothesis proposed, namely "Emotional values have a positive effect on Muslim students' behavior intention," was also accepted. Emotional values have an important role in the initiation, development and maintenance of the relationship over time between the visitor and the place visited (Antón et al., 2018a; Schall et al., 2017; ychlińska & Fontana, 2016), visitors in this case make decisions to enjoy and use the

objects provided. The emotional value that is felt and enjoyed by visitors is something that can have a positive impact on visitors, so that this can be something that will be consumed by themselves and will be shared with external parties. External parties also feel there is benefit from what is obtained. The emotional value felt by visitors has a very broad context and of course this is very different from one visitor to another. Visitors feel that there are many experiences, adding insight, and obviously adding to the soul more sensitivity to spiritual values, according to (Management & Som, 2023) stated "emotional value". This is in line with research results (Cheng et al., 2021; Antón et al., 2018b; Bull & Angeli, 2020), which state that emotional value influences satisfaction. However, emotional value does not have a significant effect on behavior towards purchasing halal food (Firdaus et al., 2023) in the Indonesian sample group. Thus, the results of this research on the Indonesian group contradict the research of Cheng et al. (2021). Indonesia is a country with a majority Muslim population. Halal tourism guarantees are perceived to be universal, meaning that tourism products provided on the market are generally considered Halal (Saraç et al., 2023). Thus, halal tourism can play an important role globally, especially in diverse Muslim societies (Muflih & Juliana, 2021).

The social value factor has a positive and significant influence on satisfaction, based on data analysis findings. Thus the third hypothesis proposed, namely "Social value has a positive effect on satisfaction" is accepted. The results of the next research, namely for the fourth hypothesis, show that social values have a positive and significant influence on behavior intention, based on the findings of data analysis. Thus, the fourth hypothesis proposed, namely "Social values have a positive effect on Muslim students' behavior intention," is accepted. Social value is a benefit that comes from the product's ability to enhance a social concept from visitors, social value has a relationship with social approval (Budge & Budge, 2020; Sintas et al., 2014; Woodruff & Woodruff, 2018). Social value can be considered as the benefits that come from a group of visitors with certain social groups. Social value as a form of perception of utility obtained because of the relationship between one visitor and another visitor of his choice. This is as a choice of visitors by connecting positive or negative stereotypes, demographics, socioeconomic status and certain cultural groups. The results of this research are supported by the results of previous research which stated that social values influence satisfaction (Pitts, 2018; Un & Wong, 2018; Mowen & Rung, 2017;

Winter , 2018). Social values play an important role in determining customer behavior. The influence of social value on customer satisfaction has been investigated in the context of social commerce in China (Gan & Wang, 2017). Social value is the benefit of a product or service that is intended to satisfy someone's desire to gain recognition or social pride (Evelina et al., 2020). Several studies confirm that Social Value has a significant effect on customer satisfaction (Gan & Wang, 2017; W. Wu et al., 2018). This research shows that the more users feel social value, the more satisfaction they receive (Gan & Wang, 2017).

Based on the findings of data analysis, the satisfaction factor has a positive and significant influence on behavior intention. So the fifth hypothesis proposed, namely "Satisfaction has a positive effect on muslim students behavior intention" is accepted. According to the opinion of (Anderson et al., 1994) is a whole as a form of evaluation of what has been purchased and what experience has been consumed for goods and services from time to time, in this case visitor satisfaction is a form of what has been received and enjoyed for something that has been obtained, this is according to the value that has been issued. Opinion (Kozak & Rimmington, 2000) explains that visitor satisfaction has been measured by adding up the evaluation of the attributes of the desired destination. Increased satisfaction from visitors in this case has been done by placing more emphasis on evaluating what has been obtained from visitors, so that there are two sides that are in line, namely the improvement made by Borobudur Temple and the satisfaction received by visitors, it is like two sides of a coin that cannot be separated. Satisfaction does not only apply to visitors but to places that become tourist objects (Blasco-Lopez et al., 2019; H. C. Wu & Li, 2015). This result is strengthened by the results of previous research which stated that satisfaction influences behavior intention (Kang et al., 2017; Lim et al., 2015).

The results of the next research are that the emotional value factor has a positive and significant influence on behavior intention. So the fourth hypothesis proposed, namely "Emotional value has a positive effect on behavior intention" is accepted. Meanwhile, the fifth hypothesis which states that social value has an influence on behavior intention also shows significant results, so the fifth hypothesis which states "Social value has a positive effect on behavior intention" is accepted. The interest of visitors to the Borobudur temple cannot be doubted because it has more benefits, apart from being in oneself, one of which is to form the personal character of visitors to be more

sensitive to the value of historical heritage, it can also provide a close relationship with nature. Visitors have a strong bond that the historical value is contained in a building that has a shape and uniqueness that becomes an icon or unique feature of a temple. There is interest from visitors to visit and even want to repeat to visit historical places because of a sense of love for the homeland because it is a manifestation of cultural values that must be preserved (Kuo et al., 2018; Palau-saumell et al., 2016; Tzortzi, 2014). The results of this research are in line with the results of previous research which found that emotional value and social value influence behavior intention (Cheng et al., 2021; Pitts, 2018; Un & Wong, 2018).

CONCLUSION

Muslim students really need an energy intake to restore energy or motivation before going through activities that were carried out normally before the pandemic period. The COVID-19 pandemic that has occurred for two years has caused habits to change. Muslim students during the covid-19 pandemic carry out activities through various social media. This is one way to realize or carry out activities so that they can survive in the learning process. So that students hope that the behavior intention will increase the immunity in a visitor (student/college student). The existence of satisfaction is able to be a mediating variable between social value, emotional value on happiness intention,(Hyun et al., 2018; Vesci et al., 2021).

The theory used in the study is a behavioral theory that exists in each of the constructs built, this behavioral theory can carry out its roles and functions in accordance with the reality that exists in visitors. Emotional value, social value, satisfaction and behavior intention is a theory that has a relationship that is not easily separated, this theory is found in a visitor when determining their behavior in owning and visiting a halal tourist attraction that provides halal food and drinks, adequate supporting facilities for worship, free from non-halal activities, provision of separate recreation areas for women and men, as well as accommodation that complies with Islamic rules.

It is hoped that the results of this research will provide insight for halal tourism practitioners in managing and developing tourism destinations based on customer characteristics. The interesting things from the results of this research give rise to a strong belief that Muslim visitors have the intention or desire to visit repeatedly

because of the important factors provided by halal tourism at Borobudur Temple. Muslim tourists don't need to worry if they travel to Borobudur in Magelang Regency, Central Java, because the temple tourism management has provided a number of Muslim-friendly supporting facilities. Starting from several prayer rooms for visitors to pray five times a day, mosque buildings around the area, accommodation, to food and drinks according to halal aspects.

The characteristics of halal tourism customers do not aim to limit but instead increase and expand the tourist market for Muslims who were previously worried about traveling because of the many negative images related to tourism, now they are not worried because their needs will be guaranteed. Besides that, for non-Muslim tourists it can also be an option for their tourism activities because it is not limited only to Muslim tourists and this is also a special attraction for them.

LIMITATION

Behavioral intentions offer many character strengths such as traits and virtues that tend to show considerable stability over time. Unlike genetically determined factors, positive behavioral traits show some plasticity. Thus, one can experience some growth and development as long as a person gets optimal situational factors. The measurement of behavior intention in this study does not consider the time horizon. Measuring behavior intention in one time period is not enough to reveal the factors that cause the gap. Future research needs to carry out investigations with a longitudinal approach or consider changes in time during each stage of behavior intention.

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